

New York Tribune.

First to Last the Truth: News, Editorials, Advertisements.

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The German-Turkish Alliance and the Holy War.

A very confused idea of Turkey's role in the European war is given in a telegram which the Kaiser is reported to have sent to the Crown Prince, Frederick William. A cable dispatch from Amsterdam to "The Sun" says that German newspapers arriving in Holland contain the message in question. It informs the Crown Prince that the Sheik-ul-Islam has issued a fetwa declaring it to be the duty of every Mussulman to fight to the utmost against Great Britain, Russia and France, "the oppressors of Islam." Further on the Kaiser is reported as saying: "This means a Holy War of the whole Islamic world."

The telegram may be an invention. If it is genuine there is an obvious contradiction in describing the war preached by the Sheik-ul-Islam as one directed against three particular oppressors of Islam—a purely political undertaking—and then describing it as a Holy War, which would necessarily be waged on a religious basis and be directed against all Christians. If Turkey were engaged in a Holy War—against all infidels—how could the government at Constantinople permit its troops and warships to be commanded by Germans? If the Sheik-ul-Islam were declaring a Holy War would he not be inciting the Moslem subjects of Francis Joseph in Bosnia and Herzegovina to rebel against the government at Vienna? Would he not also be inciting the Mahometans of Tripoli to rise against Italy?

It is hard to see what the Kaiser was driving at in giving Moslem activities both a religious and a purely political character. An entirely different view of the matter is presented in the Budapest newspaper, "Pester Lloyd," which holds that Turkey is not championing the cause of Islam against the European and Christian world, but is really trying to bring Islam and Europe into closer relations. It holds that "the Young Turks are acting in Egypt, Arabia, Morocco and Tunis as champions against the enervating intrusion of a superficial and corrupting foreign dominion." In these countries it is held to be Turkey's duty to spread the European culture withheld from them by England, France and Russia—that is, German and Austro-Hungarian culture. Therefore, when Germany and Austria-Hungary "approve Turkey's honorable war it is their object, by the maintenance in Turkey of a nationality strong and vigorous in its civilization, to open a door through which the civilization of Europe will stream over and enrich Asia and Africa—that Asia and that Africa in which the powers of the Triple Entente have hitherto succeeded only in promoting hatred of European culture."

So, according to this Austro-Hungarian view, the alleged Holy War is merely a war waged by the Moslem world for the privilege of setting aside one form of European and Christian civilization and replacing it by another.

Up to date Turkey has conducted the war chiefly on a political basis. Her activities have been such as would be of greatest direct assistance in a military sense to Germany and Austria-Hungary. We doubt if the fetwa has been circulated at all among the Bosnian and Herzegovinian Moslems. Turkey has gathered an army on the border of Egypt and threatens to seize the Suez Canal. She has another army operating against the Russian Caucasus. Her war vessels are trying to take control of the Black Sea. The Goeben has had a battle with a Russian squadron near Sebastopol, in the Crimea, and Turkish destroyers have been cruising off the mouths of the Danube.

There is no particular evidence of a Holy War in these operations. They are such as would have been planned for the benefit of Germany and Austria-Hungary, Holy War or no Holy War. Had Turkey been a Christian power her resources could not have been employed so far with greater disregard of the requirements of a war of religious bigotry. As long as Germany is the Sultan's financial backer and the conduct of the war is in German or pro-German hands it is not very likely that the religious interests of Islam will take precedence of the political and military interests of Germany and Austria-Hungary.

Yet there is a considerable danger that fanaticism may get out of hand and upset plans for keeping the war within political limits. Turkish agents have started an uprising in Tripoli and Italy has taken alarm. "Il Progresso Italo-Americano," of this city, published a cablegram from Rome yesterday which said that the Italian

government had decided to send a squadron to Alexandria to co-operate with the British authorities in suppressing any anti-Christian risings in Egypt. Such risings would imperil the safety of Italy's African dependencies and Italy would be compelled to hold Turkey and Germany responsible for kindling a general war in Northern Africa.

A Holy War is a two-edged sword for the Kaiser and the Sultan to play with. The aid of Turkey and the Sheik-ul-Islam would be dearly bought by Germany if the Sheik's fetwa should force Italy to abandon neutrality and throw in her lot with the Allies.

A Poor Time to Withdraw from Mexico.

Villa's march to Mexico City has not thus far met with serious opposition. There has been a rush to join his standard, the opposition seemingly being imbued with the idea that here was the next master of Mexico—the new Diaz, the logical successor of Huerta. But a battle appears inevitable, and open warfare is again the order of the day. Carranza, retiring from Mexico City, promises to be a menace to the peace of the country for some time to come.

In this state of affairs the withdrawal of our forces from Vera Cruz, set for Monday, seems most unwise. The agreement for their departure was predicated upon peace between the rival contenders and the assurance of orderly conditions. It was also based on pledges given by Carranza, which he may not be able to redeem. Peace has given way to hostilities and order appears to be further away than ever. Our obligation to Carranza is certainly at an end, and we have the right to consider the Vera Cruz question afresh.

There is every reason why President Wilson should postpone his eagerness to bring American soldiers back to American soil and should leave them where they can be of considerable moral weight in improving the fortunes of our fellow citizens in Mexico. Had our troops never blundered into Vera Cruz there might be another story. But they are there and should remain there until American lives and property are reasonably safe.

When that millennium will arrive, under the administration's policy of confiding first in one rebel chief and then in another, and being laughed at by both, no one can say. The rosy dream which pictured Constitutionalism as ready to reign again in behalf of the peon has definitely faded out. If Mr. Wilson can find a capable successor for Huerta he will doubtless be more than content.

Mr. Osborne's Work at Sing Sing.

In consenting to become warden of Sing Sing Mr. Osborne has undertaken a difficult task which must be carried out under trying conditions. He can gain no glory. He will scarcely be able to preserve his present reputation unless he induces the Legislature to appropriate money for temporary physical betterments in the old sink called by courtesy a prison, and follow that by more money for a substitute for the present Sing Sing, however patched up.

The state owes Mr. Osborne thanks for accepting this commission. He is abundantly qualified for the work in knowledge, experience, ideas and ideals. How far he can carry out those ideas and ideals for prison reform depends on other men in the state government as well as on himself. It is certain, however, that while he is warden no Tammany political crew in alliance with a drug ring will dominate the prisoners and employees and no convicts will "joy-ride" around the countryside. He can, and will, stamp out brutality and petty graft. These things in themselves will go far toward making the prison an agency for reformatory influence, rather than a university of crime, turning out men worse by far than they were when they entered it.

No More Gas Mains on Trestles.

The real estate interests are justified in their demand that the Board of Estimate sanction no future subway contracts until it is definitely agreed that gas mains and other conduits shall not be carried along the street on trestles. Especially is this true of lower William and Nassau sts., soon to be given over to subway construction. These are narrow and crowded streets, lined with valuable property. The example of deterioration of real estate along Broadway, where the trestle system has been in use, should be warning enough against anything of the kind along Nassau and William sts.

To judge from the fact that most of the subway work has been done with gas mains and conduits carried along below or at the street level, there seems to be no engineering necessity for the trestle scheme, save, perhaps, in special locations. Even unusual difficulties should be overcome when streets like William and Nassau—the city's busiest and narrowest downtown—are involved. There should be a definite stipulation on this matter between the Public Service Commission and the contractors. It is a good thing the Board of Estimate has decided to have a public hearing to thrash it out.

A Start in Vocational Training.

The opposition of the Board of Aldermen to the engagement of experts to introduce a system of vocational training in our public schools is easy to understand. Jobs belong at home, is the motto of these excellent politicians, and the mental picture of \$20,000 going outside the city and into the pockets of educators hailing from the Middle West outraged their every instinct. Nevertheless, we think that the Mayor will prevail and the appropriation be granted.

There can be no question of the vast importance of the project in view. That it will be worked out to complete success at once seems too much to hope for. But that our schools are hopelessly behind the times in this line of training and that its development should constitute the next great constructive advance in American education cannot be doubted. Germany has led the world in such work. Probably we bring up the rear. The engagement of expert advice of the character proposed by Mayor Mitchell is the logical foundation for the work so sorely needed and a promise of sound experiment and small beginnings, at any rate.

The Conning Tower

Requiescas in Pace!

Lucretius: Book III, 894-911.
"Iam, iam domus non te accipiet laeta."
When you are dead and buried, friend,
There's nothing to delight or grieve you;
You live, you die, and that's the end,
Let no religious myth deceive you.

Your goodly wife no more will meet
You as you wave the evening paper;
Once dead you'll read no sporting sheet,
You'll cut no latest fox-trot caper.

For death destroys your petty "I."
You do not know that you've existed;
Though folks may pity you, and cry,
They've got their metaphysics twisted.

They weep for you and mourn your fate,
And prate of all the joys you're losing;
You're happy (this they never state),
In one eternal, dreamless snoozing.

They moan, dissolved in salty tears,
Their wailing is a mournful riot;
The fools! They quake with noisy fears,
At least you rest in peace and quiet.

IRWIN.

The dear old, as Mr. McConaughy phrases it, universalities who battle for what they battle for this afternoon have refused to accede to the public clamor that players be numbered. Something tells us, however, that the seats in the Bowl will be numbered; and that the treasurers of the athletic associations will count the receipts, "commercial" though it sound.

Mr. Jerome Heatty calls the attention of students of abnormal psychology to the man who buys a pennant on his way home from a football game. When the class finishes with him, will it dissect, please, the cerebellum of a man who buys a flashlight picture of a banquet?

Old Series No. 3684.

Said Georgie Ade to Ada Georgie*
"I hope my Fables haven't bored ye."
"You hardly know the splash they made,"
Said Ada Georgie* to Georgie Ade.

*Author of "A Manual of Weeds" (Macmillan, \$2).

"Was it Vivienne," Sydney is asking, "who said that somebody was like Caesar's wife—all things to all men?" No; it was Mr. William Howard Taft, the renowned Yale professor.

Vivienne, we imagine, lives in The City of Dreadful Nonsense.

THE DIARY OF OUR OWN SAMUEL PEPPY.

November 19.—With my cozen Florence to the Academy meeting and saw Mr. Howells for the first time, and felt thrilled at seeing him, too; for I remember when a lad how I did read "The Rise of Silas Lapham," and how even then I knew the author for a great man. And I saw Monsieur Eugene Brieux the French playwright, too, and heard him make a speech, but in the French tongue, and I grasped none of it, no, not at all. And then Mr. Brander Matthews spoke, and I did like what he said, about the vividness of words and the pep, as the street boys say, of language. And Mr. Herrick the tale-writer spoke, but I deemed what he said very dull, albeit I hold him as good a novelist as our nation hath. I did note seated behind me a beautiful girl, in black, and she did knit socks, for the Belgians, perhaps, whilst Mr. Herrick did speak. As fair a girl as I have seen in more than a twelvemonth, methought; but my cozen Florence did jeer at my taste, even as C. Falls the artist always doth, saying I have no sense in such matters soever. I pray there may be no misunderstanding with Turkey, and that our country may not be drawn into this dreadful fight.

20.—Walked this morning to the city, and to luncheon with J. Wise, who telleth me of business affairs, and that they are mending, he thinks. Home to dinner, and find my wife with the influenza, and I counseled her to stay from the great game the morrow; but she would not hear me, saying, I shall go except it snows and happens a blizzard. To the office, where Harvey Wiley the physician and provender-expert came to see me, and I glad of seeing him, and he promised he would send me some verses he hath wrought, five-and-forty years ago.

For good-sports contris, commend us to J. O. L. and Isaacsees, who brought in a couple of copies of "— & —" last night to be photographed, and departing left behind them two pieces of the meltingst apple strudel ever bestowed upon this department.

A SPARE, AT LEAST.

This afternoon I lunched in a gemuthlich German restaurant that features bowling in the basement. And there I saw a sign that read:

Nix on the War-talk!
The Alleys Are Downstairs!

A. G.

"I do not know," says the President, "that any special credit belongs to me," etc. When a person uses that formula we know that he knows that he is entitled to special credit. Or when a person says, "I don't consider it a personal tribute," we know that he does so consider it.—B. L. T. in the Chicago Tribune.

And when a person says "I like a joke as well as anybody" we know that he doesn't.

No. It's Your Sacred Duty. But If You Refuse the Appeal Just for That, Don't Admit It.

Sir: When a charitable organization in appealing for funds to carry on its work cries, "We therefore ask your help and only for those whom we know really need it," is it proper to call the matter to your attention?

RUTH A. SILLIMAN.

"Take it from me," insists Blanche Ring, "the people of New York city have much better voices than they think." Meaning, we take it, that New Yorkers sing better than they think. Meaning, again, that New Yorkers' voices are stronger than their minds.

"WHOM ARE YOU?" SAID CYRIL.

[From "Tess Hartcourt," by Rosemond Napier]
I mean those whom you would imagine could afford to think as they like.

When W. E. P. finds "on more equal terms" in the London Times's Literary Supplement it clouds his entire forenoon, at any rate.

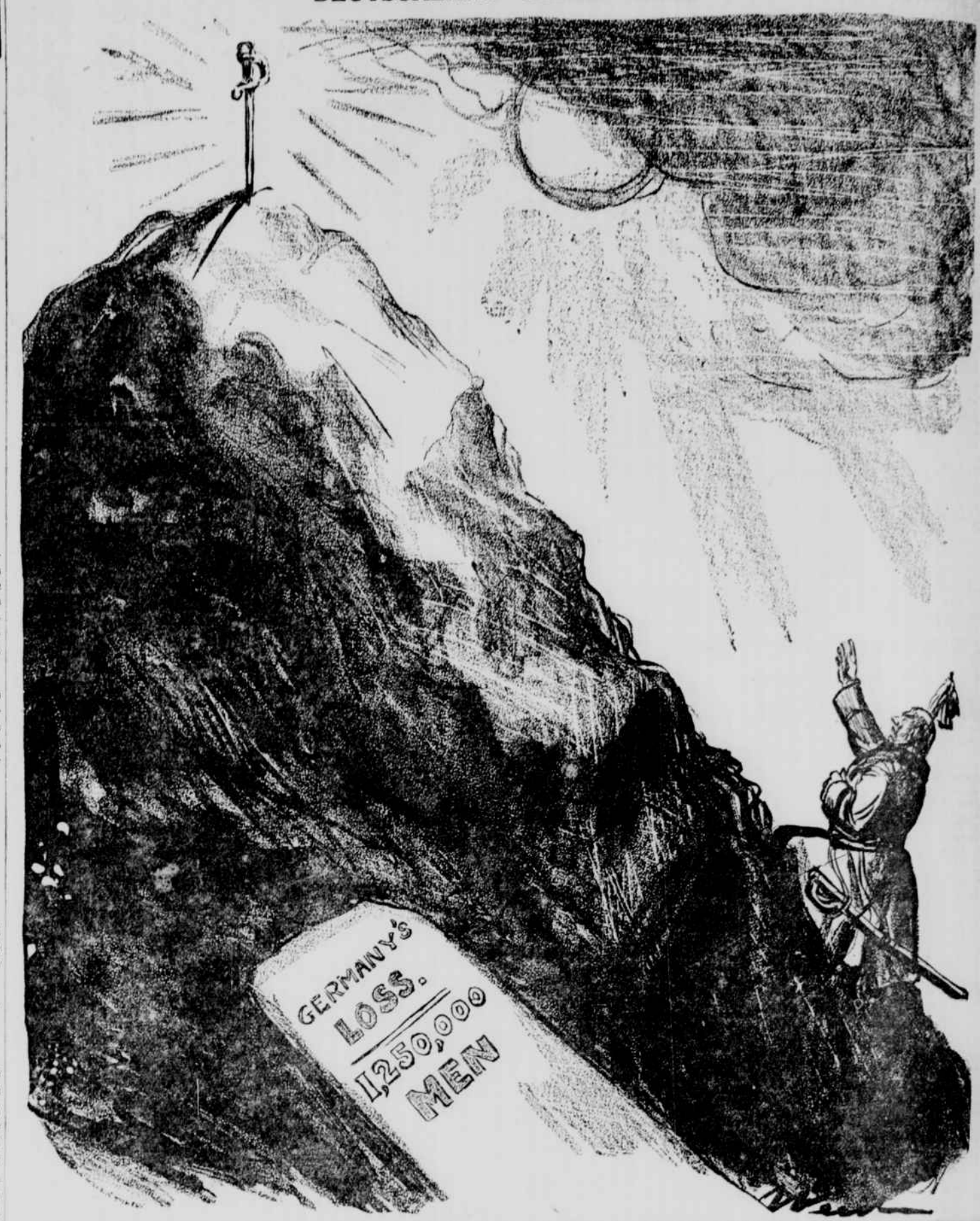
The Yale Club, in accordance with its annual custom of fearing the result of the Harvard game, petitions us to lay a wager on Harvard, which we do with much delight.

O Harvard, fill that Eli Bowl, until it doth run over!

Business of wise men of Gotham going to see in a Bowl.

F. P. A.

"DEUTSCHLAND UEBER ALLES."



GERMANY'S
LOSS.
1,250,000
MEN

THE PEOPLE'S COLUMN WHAT OUR READERS THINK OF THE TRIBUNE GUARANTEE

An Open Forum for Public Debate.

AMERICA'S OPPORTUNITY

There is Urgent Need of Optimism, Co-operation and Good Will.

To the Editor of The Tribune.
Sir: This country stands to-day before the most stupendous business opportunities in all its history. I recently returned from a year's personal investigation of business conditions in England, Germany, Austria, Italy and France, and I have no hesitation in saying that the United States has now at her command an unprecedented opportunity for commercial enterprise and expansion.

There is need at this moment for the highest kind of intelligent optimism, of earnest co-operation and good will among employers and employees. I would suggest that in every business house there should be formed a business success league, in which men may meet regularly to discuss and study methods of permanent business success for that particular house and the vital matters upon which general business success and national prosperity ultimately depend.

GREENVILLE KLEISER.
New York, Nov. 18, 1914.

THEIR KRIEGSPIEL

The German Retreat in Poland Held Another Illustration of Military Genius.

To the Editor of The Tribune.
Sir: How many people remember that Frederick the Great ran away from his first battle? It is a very useful fact to bear in mind when reading dispatches from the front; not as any commentary on Prussian valor, but as evidence of the extreme difficulty of telling what is actually happening until after it has happened. The man who was to become one of the greatest generals in history while his army was winning a victory mistook it for a defeat and scampered off to the rear to avoid capture. Can we wonder, then, that the correspondents, with their limited facilities for observation, get things badly twisted?

The most glaring instance of this misreading of facts we have had lately is found in the German retreat from Poland. The Russians were chasing them pell-mell back to the frontier, and to the men behind the Russian front the speed of the Germans' retreat was a puzzle. It was in spite of all that a matter of fact, it should have done just the contrary. The more disorganized a great army is the slower it moves. Half a million men can be got over the ground swiftly only when all component units are intact and the staff organization working smoothly. And now from Petrograd comes official proof that the German retreat was in fact, as Berlin claims, quite as brilliant a feat as the English retreat from Mons. It was a beaten army, much larger than the English and moving over worse roads, retreating with a powerful foe on its heels. But read the detailed statement of the way they tore up the country behind them; how, with German thoroughness, they not only felled telegraph poles and cut wires, but destroyed the insulators. "Even the smallest bridges," says the Russian General Staff, "were damaged in such a way as to make repairs impossible."

A demoralized army does not find time for such careful attention to detail. It is much more apt to leave some of the bridges standing and blow up others with part of its own troops still on the wrong side.

And definitely to prove how completely the German forces preserved their morale we have their victory to

the northwest of Plock. A few days ago we were told that a Russian cavalry force had flanked them out of their River Warta line. Now they appear not only to be holding it, but to have a considerable force threatening the right flank of any Russian attack on that line.

So in reading of future German retreats let us not forget that the picketing up of hungry, footsore prisoners and abandoned guns and transport does not mean the demoralization of the army, but instead reflect on the fact that it was the Germans who invented Kriegspiel. And intelligent men playing for the existence of their country a game which they have studied all their lives are not going to make any slips, but may have many surprises in store for their adversaries.

G. S.
New York, Nov. 17, 1914.

BOOKS ON THE WAR

Suggestions from a Reader for Those Who Wish to Inform Themselves.

To the Editor of The Tribune.
Sir: As an old teacher may I call the attention of your readers to the series of "Oxford Pamphlets, 1914," on sale at the Oxford University Press, 64 Fifth av., New York City? They give a clear and simple presentation of different phases of the present European struggle both in the realm of facts and ideas. The authors are well known in letters, and in many cases authorities in the subjects they treat.

Some of the titles are: "India and the War," Trevelyan; "The Value of Small States," Fisher; "Serbia and the Serbians," Chioi; "Germany and the Fear of Russia," Chioi; "The Germans, Their Empire, and How They Made It," Fletcher; "Just for a Scrap of Paper," Hassall; and "The Eastern Question," Ureghart.

Also may I suggest that "Germany and the Prussian Spirit," published by Macmillan, and on sale at 64 Fifth av., New York City, is almost indispensable to an understanding of the German which is now expressing itself in this war. To this same series Sir Donald Mackenzie contributes "Our Russian Ally."

L. S. W. PERKINS.
Concord, Mass., Nov. 17, 1914.

One Girl's Life.

To the Editor of The Tribune.
Sir: Grace Polhemus is dying of rabies from a cat bite, probably has already died a terrible death by the time this is published. Died in spite of all that medical science could do! Died because of the community's ignorance and lack of common sense in not trying to prevent what it cannot cure!

Are the cats of Brooklyn, or the cats of all greater New York, worth more than the life of one Grace Polhemus? We are finally muzzling the dogs. Let us kill all the cats. The next victim of diphtheria, the next child to die in the horrible throes and convulsions of rabies may be yours or mine.

New York, Nov. 13, 1914. J. S. S.

What the Progressives Are Fighting For.

To the Editor of The Tribune.
Sir: I read with interest the leading editorial in The Tribune of November 12, headed as follows: "Government Rehabilitation, Not Job-grabbing, the Whitman Administration's Task." If Mr. Whitman accomplishes the work which you have laid out for him, he will bring to pass, in a large measure, what the Progressive party has been fighting for in this state since 1912.

B. W. MOSHER,
Chairman Broomer County Progressive Committee.
Binghamton, N. Y., Nov. 13, 1914.

PRAISE AND A SUGGESTION.

To the Editor of The Tribune.
Sir: Permit me to commend your new service of guaranteed advertising. This is the biggest step for the advancement of the cause of honest advertising in the newspaper field that has come to my notice. So far as your columns are concerned, there is nothing more that can be done for the protection of your readers. Do you not think it would be well, however, to set forth prominently and in detail the salient facts in the numerous fraudulent advertising cases in the federal courts? Were these cases given prominence I believe the buying public would in the course of a reasonably short time become sufficiently well educated in the fraudulent devices of this small minority of advertisers to discriminate for themselves between the true and the false.

STEPHEN M. BELL.
New York, Nov. 18, 1914.

A SHINING EXAMPLE.

To the Editor of The Tribune.
Sir: Accept our congratulations for the strong stand you are taking in regard to the guaranteeing of your advertising to your readers. We recently sent letters to the newspapers in the various cities in which we operate stores, suggesting something along these lines, but it seems that up to date no paper has had the courage to take the radical step which you have taken.

We earnestly hope that this will be a shining example for other newspapers, as we are confident that nothing will increase the pulling power of advertising so much as the kind of confidence that will be instilled by your stand.

LEVY & NATHAN, INC.
New York, Nov. 18, 1914.

THE CAVEAT EMPTOR ANOMALY

Its Standing in the Law and The Tribune's Remedy.

To the Editor of The Tribune.
Sir: I was much interested in the editorial announcement in to-day's issue that The Tribune will hereafter guarantee its readers against loss or dissatisfaction through the purchase of wares advertised in its columns. The old doctrine of caveat emptor, which you have discarded, is really an anomaly in view of present methods of merchandising. It may interest you to know that the most enlightened courts of this country, and particularly the Court of Appeals of this state, have recently shown a commendable desire to escape from the technicalities of the common law and to protect the party who pays for something he does not get. Thus, in a recent case, the Court of Appeals said: "The modern tendency is to impute a duty whenever it is required by good faith in commercial dealings. When, from the nature of the transaction, or the relative situation or circumstances of the parties, a legal duty should reasonably be imputed to the seller of personal property in view of the ancient rule of caveat emptor."

It is still the rule, however, which has never been departed from, so far as I know, that a warranty on the sale of personal property does not "run with the goods," and, therefore, when a manufacturer advertises or represents in any way that he warrants his wares the ultimate purchaser from an intermediate dealer has no cause of action against the manufacturer on his warranty, because—so the law assumes—

there was no contractual relation between them. It is on this theory that it is next to impossible to recover on a warranty of an automobile manufacturer. This ancient doctrine ought to be relegated to the scrap heap of outworn fictions. It is a matter of common knowledge that nearly all manufacturers of articles of individual merit advertise their products; and many of them, to gain the confidence of the public, state in their advertisements that they unreservedly warrant the quality or durability or satisfactoriness of the article sold. In the advertising pages of any newspaper or magazine one may find advertisements of countless articles accompanied by the representation, "We guarantee satisfaction or your money back or this article is sold under our positive warranty." Some of these representations even take the form of serially numbered and signed warranties accompanying the goods. It is also well known that in many cases articles advertised cannot be purchased by the general public from the manufacturer, but must be obtained from a local dealer. Of what use to the public, therefore, is the warranty of the manufacturer unless it runs with the goods?

In the famous "smoke-ball case," the Court of Appeals of England unanimously held that the proprietors of medical preparations, who issued an advertisement in which they offered to pay \$100 to any person who contracted influenza after having used their "carbolic smoke-ball" in a specified manner and in a specified period, were liable to anyone who, on the faith of the advertisement, bought one of the balls and used it in the manner and in the period specified, but nevertheless contracted influenza.

It is not a far cry from this doctrine to the proposition that a manufacturer who, by his catalogue or advertisement, represents his goods to be of certain quality or fitness ought to be held to whoever, relying on the advertisement, purchases the goods of an intermediate dealer. As other doctrine than this sanctions dishonest business dealings and makes the published warranty an idle form of words.

Until the courts hold such a doctrine the action of The Tribune in guaranteeing its readers against loss or dissatisfaction will bridge the gap, but the time will come when the advertiser himself will be responsible to the ultimate consumer.

ELBRIDGE L. ADAMS.
New York, Nov. 17, 1914.

THE TRIBUNE'S POSITION.

To the Editor of The Tribune.
Sir: Your new advertising policy is grand. It serves to strengthen The Tribune's position of pre-eminence among New York's morning newspapers.

E. W. VAN VALKENBURG.
East Orange, N. J., Nov. 17, 1914.

To the Editor of The Tribune.
Sir: It is with gratification that your fair-minded readers, regardless of party affiliations in politics, note that your motto in the conduct of your newspaper is to be "First to last the truth." Your policy is just to yourselves as well as to your readers, but we can imagine how it will be received in some of those hidebound fellows in either party who can see no good thing come from the opposite party. Fair-minded men note with interest that your paper, though Republican, can see that the Federal Reserve Bank's position of pre-eminence among New York's morning newspapers is the sign of the times. Narrow-mindedness is the sign of the times. The water is glad The Tribune is not a bigot.

WILMER JAY SMITH.
Belvidere, N. J., Nov. 17, 1914.